# DARTMOUTH BROADCASTING SYSTEM

*4 Robinson Hall* Telephone 30-481 or 1071 *Hanover, N. H.*

## *LOCAL ADVERTISING RATES*

Effective September 15, 1950

| | 1 time | 13 times | 26 times | 52 times | 78 times | 130 times |
|---|---|---|---|---|---|---|
| 60 minutes | 12.50 | 11.50 | 10.50 | 8.40 | 7.50 | 6.25 |
| 30 minutes | 7.50 | 6.90 | 6.30 | 4.95 | 4.50 | 3.75 |
| 15 minutes | 5.00 | 4.60 | 4.20 | 3.60 | 3.00 | 2.50 |
| 1 minute | 2.00 | 1.90 | 1.80 | 1.70 | 1.60 | 1.50 |
| 30 seconds | 1.00 | .95 | .90 | .85 | .80 | .75 |

News programs (1 and 5 minutes) are available only in blocks of 5 programs per week.

1 minute news—8.50 per week, 7.00 per week per semester, 5.00 per week per year.

5 minute news—12.50 per week, 11.00 per week per semester, 9.00 per week per year.

Rates for morning programs (15 minutes or more) are 10% less than listed above.

*All rates subject to change without notice.*

**WDBS** **STUDIOS IN 51 ROBINSON HALL** **640 KILOCYCLES**

RECORDINGS may be made of any commercial at an initial charge of $2.50 (per record).

These recordings become the property of WDBS, but may be played as often as desired by the advertiser.

## FACILITIES

Regular Facilities included in Time Rate are services of Program, Engineering and Announcing Staff, recordings owned by WDBS, and use of WDBS studios, for rehearsals and broadcasts.

Any services requiring special technical arrangements, news services, or special talent, must be paid for by the sponsor.

## STANDARD CONDITIONS

In agreement with those adopted in 1933 by the National Association of Broadcasters in cooperation with the American Association of Advertising Agencies.

## SPORTS AND SPECIAL FEATURES

Sponsorship of sports events and other special features includes radio air time, telephone line costs and other expenses incurred in producing the program.

| | | | |
|---|---|---|---|
| Football | 25.00 | Hockey | 20.00 |
| Basketball | 20.00 | Baseball | 20.00 |

Rates available for special features and other time periods upon application.